LOONEY BIRD'S™

"WACKY *AND* DELICIOUS"

TURN-KEY Family Pizza / Entertainment
Restaurant Concepts

NO FRANCHISE FEES!

NO ROYALTIES on GROSS SALES!

HIGH QUALITY FOODSERVICE PROGRAM!

As a Looney Bird's™
Pizza/Entertainment Restaurant Operator,

It's *your* business...

You sell the pizza...

You keep the PROFITS!

The LOONEY BIRD™ Difference...

You benefit from a turn-key operation. We provide the food products, training in food preparation & storage, kitchen equipment, theme/restaurant identity, and characters that are recognized and loved the world over. If you have your own mascot/theme, you can benefit from co-branding your operation with Looney Bird's™.

Expanded identity and additional appeal that will increase your profits, customer base, and expand your marketing tools.

Unlike most franchisers, our approach to joint success is to be flexible in allowing you enough control over your operation to be successful.

We want to work together in fine tuning your operation to meet the specific needs of your customers and your market.

While maintaining the Looney Bird™ identity and theme, you will be able to bring in games, rides, other food products, and co-brand your operation with other products and services.

·· Our present offering targets three different markets;

1. LOONEY BIRD EXPRESS™ - This is for the small 1,500 - 2,000 sq. ft.operation that primary sells food and beverage for take-out and may have 10 - 15 seats for some eat-in business.

2. LOONEY BIRD'S™ FAMILY PIZZA ENTERTAINMENT RESTAURANT - The 3000 to 6,000 sq. ft. pizza entertainment restaurant. Primary profit centers are food products and birthday parties. This size operation may or may not offer games, redemption, soft play, and kiddie rides. We can assist and advise you in aquiring rides, games, redemption, and softplay equipment.

3. LOONEY BIRD'S™ F.E.C. FOODSERVICE - Co-branding your new or existing F.E.C.'s foodservice/party area. If you want to add more excitement and profit to your F.E.C. while maintaining your current or planned identity. We can offer you a turn-key foodservice program along with a party area/restaurant theme.

Co-branding is the direction successful operations are turning to in the '90's for additional profits and to continue to be successful.

Outlined below is the basic offering of equipment and cost related to our three primary concept offerings. Unlike franchise operations this can be modified to meet your needs. Additional terms and conditions may exist that will be detailed in our contract language.

LOONEY BIRD'S™ FAMILY PIZZA ENTERTAINMENT RESTAURANT

Complete kitchen/food preparation/storage equipment. Kitchen start-up and equipment training. Food preparation and storage on site or at our Orlando, FL Looney Bird's™. Store layout consultation. Kitchen layout. Counter plans and Formica material. Carpet up to 2500 sq. ft. Tile up to 400 sq. ft. Decor package. Seating for 100. New Rock-afire Lite ES™ or Classic Rack-afire Explosion with Karaoke™ animated character show. Looney Bird™, Fatz™, and Billy Bob® walkaround costumes. Outdoor sign.
Annual Marketing-Entertainment-Continuing Development Fund & License Fee: US $7,500.
Looney Bird's™ Family Pizza Entertainment Restaurant concept cost: US $435,000.

LOONEY BIRD EXPRESS™

Complete kitchen/food preparation/storage equipment. Kitchen start-up and equipment training. Food preparation and storage training on site or at our Orlando, FL Looney Bird's™ Store layout consultation. Kitchen layout. Counter plans and Formica material. Carpet up to 1000 sq. ft.. Tile up to 400. sq. ft.. Decor package. Seating for 12. Cash register. Animated Looney Bird™ character. Looney Bird walkaround costume. Outdoor sign.
Annual Marketing- Entertainment-Continuing Development Fund & License Fee: US $6,600.
Looney Bird Express concept cost: US $250,000.

LOONEY BIRD'S™ F.E.C. FOODSERVICE (Co-Branded Operation)

Complete kitchen/food preparation/storage equipment. Kitchen start-up and equipment training. Food preparation and storage training on site or at our Orlando, FL Looney Bird's™ Store layout consultation. Kitchen layout. Counter plans and Formica material. Carpet up to 3500 sq. ft. Tile up to 400. sq. ft.. Seating for up to 150. New Rock-afire Explosion with Karaoke™ or Classic Rock-afire Explosion with Karaoke™. Decor package. Cash register. Looney Bird walkaround costume. Indoor neon sign.
Annual Marketing- Entertainment-Continuing Development Fund & License Fee: US $7,200.
Looney Bird F.E.C. concept cost: US $450,000.

We have attempted to outline the most important elements of this offering. The cost figures above do not include items such as freight, travel & hotel expense for our installers & trainers, additional cost for installations outside the United States, and price adjustments due to increase in the size of your site.

A few words about Creative Engineering, Inc., Looney Bird's™, why we are in business, and our promise to you...

Creative Engineering, Inc., is America's first animatronic company to build sophisticated animated character shows for the F.E.C. industry. We are recognized the world over for building the finest animatronic shows available today. We are also known as the pioneer in this industry for year after year offering new and exciting shows and technology that has paved the way for other companies to follow.

And now we are offering Looney Bird's™ Family Pizza/Entertainment Restaurant concepts. The most affordable concept of its kind that lets YOU KEEP THE PROFITS!

Our Classic Rock-afire Explosion™ shows launched Showbiz Pizza into the national spotlight and created a multi-million dollar family entertainment industry. The Rock-afire Explosion™ shows are as popular today as in the beginning. The family entertainment industry continues to grow at a rapid pace and the Classic Rock-afire Explosion™ and the New Rock-afire Explosion shows are at the forefront of this growth.

Our reason for being in business is to *share the magic* created by the Creative Engineering team. Our shows represent hundreds of thousands of hours of hard work by a very talented and dedicated staff. We put our hearts and reputation into every show we build and every character's performance. We believe that you can easily see the difference when our characters come to life.

By combining twenty years of experience in the F.E.C. industry, the magic of the Rock-afire Explosion™, and the bright and family friendly atmosphere of a Looney Bird's™ restaurant, we believe your chances for success are almost guaranteed!

Our promise to you is to continue to strive for perfection while exploring the limits of animatronics and to continually develop Looney Bird's™ so that future generations of families can experience a magical place that will leave your customers with happy memories, and you with a unique and profitable operation.

Interactive Family Entertainment That Creates Memories To Last A Lifetime!

HOME OF
ELECTRONIMATION™
SINCE 1975

LOONEY BIRD'S™ Family Pizza / Entertainment
Restaurant Concept is offered by:

Creative Engineering, Inc.
47 West Jefferson St.,
Orlando, FL 32801 USA
PH: (407) 425-1001 Fax (407) 425-1007

"Wacky *AND* Delicious"

The World's Foremost Manufacturers of Sophisticated Animated Characters

LOONEY BIRD'S
FRANCHISE BROCHURE

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